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**System and Method for
Advertisements in Web-Based Printing**

ABSTRACT

A system and method for providing advertisements in
5 web based printing. A remote printing web server receives
advertisements from one or more advertisers. The
advertisements may include target audience attributes, such
as the profession of target audience members. Digital
advertising images and the target audience information is
10 stored on the remote printing web server. A print user
connects to the remote printing web server using a browser.
Information about the user, such as the user's occupation,
are gathered in order to match the user with appropriate
advertisements. Advertisements are identified and combined
15 with the document that the user wishes to print. The
combined document is then printed on a printer connected to
the remote printing web server. In addition, the document
that the user wishes to print may be analyzed for document
content in order to further select appropriate
20 advertisements to include on the user's printouts.